

## CLAIM AMENDMENTS

Pursuant to 37 C.F.R. 1.121(c) below is a complete list of all claims, including requested amendments.

Claim 1 (currently amended): A method for matching one registered entity with another, by comparing one profile data indicating a user entity's set of wants and do not wants with a database of profiles of other entities; said method based on cross-matching of corresponding wants and do not wants data of said other entities to the profile data of said user entity-another profile data, said method comprising the steps of:

compiling a database of profiles from registration records each identifying and describing actual characteristics of an each registered entity;

compiling a query record for each registered entity comprising characteristics that said entity desires in another entity desired characteristics of an entity and incremental preference rankings associated with said desired characteristics by prompting a user said entities to enter subjective data identifying and describing their wants and do not wants by a series of online forms, each of said forms displaying a range of discrete choices for each [data element] individual want and do not want, plus a range of user-selectable preference levels for each [data element] individual want and do not want;

grouping said data elements into categories of characteristics including physical, personal, traits, appearance, hair style and location;

cross-matching a user entity's desired want and do not want characteristics with said other entities' actual characteristics, as well as said other entities' desired want and do not want characteristics with said user entity's actual characteristics, said cross-matching further including the steps of:

for each user entity's query record and other entities' profile records matching said comparing the actual characteristics of said other entities with said desired characteristics of said user entity, and for each user entity's profile record and other entities' query records comparing the want and do not want characteristics of said other entities with said actual characteristics of said user entity, and for each compared [query] record, assigning a positive integer numerical score for each match of a wanted data element that increases in accordance with an increasing preference ranking, assigning a nominal positive numerical score for each match designated no-preference, and assigning a zero or negative integer no score to each non-match; match of an unwanted data element that decreases in accordance with decreasing preference ranking,

determining a ratio of the numerical scores to a maximum possible score and, for each characteristic category, averaging said ratios within each category and expressing the average as a percentage match for each category,

totaling the ratios of numerical scores to give an overall numeric score; and, using the percentages for each category and the overall numeric scores to sort totaling said scores to prioritize and prioritize said other entities' in order match the user entity to the closest other entity registration records based on said query record.

Claim 2 (currently amended): The method for matching one entity with another ~~one set of wants with a database of profiles~~ according to claim 1, wherein said step of cross-matching said actual characteristics with said desired characteristics further comprises assigning a score for each non-match that is weighted in accordance with said preference ranking.

Claim 3 (currently amended): The method for matching ~~one set of wants with a database of profiles~~ one entity with another according to claim 1, wherein said database of registration records identify and describe actual characteristics of people, and said step of compiling a database of registration records further comprises prompting successive users to each enter a profile of objective data identifying and describing themselves by a series of online forms presented to said users by a computer.

Claim 4 (currently amended): The method for matching ~~one set of wants with a database of profiles~~ one entity with another according to claim 3, wherein said step of compiling a query record ~~describing desired characteristics of an~~ comprising the characteristics that said user desires in another entity further comprises prompting a user to enter subjective data identifying and describing their wants and do not wants by a series of online forms presented to said user by a computer, plus prompting said user to enter a subjective preference ranking associated with each want data element to indicate importance thereof.

Claims 5 and 6 (previously canceled).

Claim 7 (herein canceled).

Claim 8 (currently amended): The method for matching ~~one set of wants with a database of profiles- one entity with another~~ according to ~~claim 6~~ claim 4, wherein said user-selectable preference levels are assigned numerical values.

Claim 9 (currently amended): The method for matching ~~one set of wants with a database of profiles- one entity with another~~ according to claim 8, wherein said user-selectable preference levels for data elements are assigned numerical values ~~are~~ as follows: "must"=1, "strongly want"=2, "want"=3, "don't care or no preference"=4, "don't want"=5, "strongly don't want"=6 and "must not be"=7.

Claim 10 (currently amended): The method for matching ~~one set of wants with a database of profiles- one entity with another~~ according to claim 8, wherein said cross-matching step of ~~matching~~ comparing said actual characteristics with said desired characteristics by assigning a score for each match of a wanted or unwanted data element that is weighted positive or negative, respectively in accordance with said preference ranking is further comprises comprised of assigning a maximum positive score for each positive comparison of query data with profile record when said preference ranking is equivalent to "must" or and the actual characteristic matches or when said preference ranking is equivalent to "must not be" and said data element

actual characteristic is a non-match.

Claim 11 (currently amended): The method for matching ~~one set of wants with a database of profiles- one entity with another~~ according to claim 10, wherein said cross-matching steps of ~~matching comparing~~ said actual characteristics with said desired characteristics by assigning a score for each match of a wanted or unwanted data element that is weighted positive or negative, respectively, in accordance with said preference ranking further comprises assigning a minimum positive score for each positive comparison of query a data element with profile record when said preference ranking is equivalent to "don't care or no preference".

Claim 12 (currently amended): An automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics from among a database of such objective profiles, comprising:

    a database of profile records each comprising a collection of data elements describing actual objective characteristics of an entity;

    a succession of computer forms navigable by a graphical user interface for prompting a user to enter a query record describing desired characteristics of an entity, said query record including a plurality of incremental preference rankings associated with said desired characteristics grouped categories;

    a computer software matching engine for scoring the conformity of the query record of desired characteristics with said profile records of actual characteristics and vice versa based on

correspondence of said data records as statistically weighted by said preference rankings, said matching engine assigning a positive integer numerical score for each match of a wanted characteristic that increases in accordance with an increasing preference ranking, assigning a nominal positive numerical score for each match designated no-preference, and assigning a zero or negative score to each non-match match of an unwanted data element that decreases in accordance with a decrease in preference ranking; said matching engine then scoring each category by averaging the ratios of each numerical score for a particular data element to the total possible score for that data element and expressing said average as a percentage match for said category, totaling each of said numeric scores to arrive at an overall score, and using the percentages for each category and the overall numerical scores to sort and prioritize said profiles; an output display for displaying a list of profile records that conform to said query record in prioritized order of the matching engine score.

Claims 13 and 14 (previously canceled).

Claim 15 (currently amended): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics according to claim 13 12, wherein said profile records each identify and describe actual characteristics of people.

Claim 16 (previously presented): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics according to claim 15, wherein said query records include subjective data identifying and describing a user's wants plus a subjective preference ranking associated with each want to indicate importance thereof.

Claim 17 (previously presented): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics according to claim 16, wherein said succession of computer forms prompts a user to enter subjective data identifying and describing their wants by displaying a range of discrete choices for each data element, plus a range of user-selectable preference levels for each data element.

Claim 18 (previously presented): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics according to claim 17, wherein said user-selectable preference levels further comprise at least seven discrete preference levels substantially corresponding to "must", "strongly want", "want", "don't care or no preference", "don't want", "strongly don't want" and "must not be".

Claim 19 (previously presented): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics according to claim 17, wherein said user-selectable preference levels further comprise at least seven discrete preference levels.

Claim 20 (previously canceled).

Claim 21 (new): The method for matching one entity with another according to claim 11, wherein said cross-matching steps further comprise disqualifying potential matches when a

corresponding actual characteristic is an unwanted data element with preference ranking equivalent to "must not be" and when a corresponding actual characteristic is not a wanted data element with a preference ranking equivalent to "must be".

Claim 22 (new): The method for matching one entity with another according to claim 11, wherein said cross-matching steps further comprise assigning a zero score when a corresponding actual characteristic is not a desired data element with a preference ranking equivalent to "strongly want" or "want".

Claim 23 (new): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics from among a database of such objective profiles according to Claim 18, wherein said matching engine further disqualifies potential matches when a corresponding actual characteristic is an unwanted data element with preference ranking equivalent to "must not be" and when a corresponding actual characteristic is not a wanted data element with a preference ranking equivalent to "must be".

Claim 24 (new): The automated system for matching a set of desired subjective characteristics to a most suitable profile of actual objective characteristics from among a database of such objective profiles according to Claim 18, wherein said matching engine further assigns a zero score when a corresponding actual characteristic is not a desired data element with a preference ranking equivalent to "strongly want" or "want".